## AMENDMENTS TO THE CLAIMS

This Listing of Claims will replace all prior versions and listings of claims in the application:

## Listing of Claims

1. (Currently Amended) A shelf display apparatus for storing packages, said apparatus comprising:

a first vertical support member having a first upper end and a first lower end, wherein said first lower end is connectable to a shelf in a first plane;

a second vertical support member having a second upper end and a second lower end, wherein said second lower end is connectable to a shelf in the first plane, wherein said first and second vertical support members are spaced apart from each other on the first plane; and

a substantially horizontal top support member including a proximate end, a distal end, and a length between the proximate and distal ends, wherein the proximate end is rigidly connected solely to the first upper end, the distal end is rigidly connected solely to the second upper end, such that the first vertical support is connected to the second vertical support solely by the top support member, said top support member is oriented in a second plane parallel to the first plane, and said top support member has a continuously nonlinear portion for substantially the entire length of the top support member,

wherein said top support member, said first vertical support member and said second vertical support member together provide structural support for storing packages in a substantially vertical orientation on a shelf.

2-3 (Cancelled)

4. (Previously Presented) The apparatus according to claim 1 wherein said continuously non-linear portion has a shape selected from the group consisting of curves, triangles, rectangles, random patterns and combinations thereof.

5. (Previously Presented) The apparatus according to claim 1 further comprising a first fastening mechanism, said first fastening mechanism being joined to said first lower end of said first vertical support member, said first fastening mechanism connectable to a shelf in the first plane.

6. (Previously Presented) The apparatus according to claim 5 wherein said first fastening mechanism has a bottom plate and at least one fastener, wherein said bottom plate is connectable to a shelf in the first plane, and wherein said fastener can securely join said bottom plate to a shelf.

7. (Previously Presented) The apparatus according to claim 5 wherein said first fastening mechanism is a U-shaped bracket that is partially insertable through a shelf.

8. (Previously Presented) The apparatus according to claim 5 wherein said first fastening mechanism is an engaging member that is insertable through a receiving area of a shelf threshold of a shelf.

9. (Previously Presented) The apparatus according to claim 5 further comprising a second fastening mechanism, said second fastening mechanism being joined to said second lower end of said second vertical support member, said second fastening mechanism connectable to a shelf in the first plane.

10. (Previously Presented) The apparatus according to claim 9 wherein said second fastening mechanism has a bottom plate and at least one fastener, wherein said bottom plate is connectable to a shelf in the first plane, and wherein said fastener can securely join said bottom plate to a shelf.

11. (Previously Presented) The apparatus according to claim 9 wherein said second fastening mechanism is a U-shaped bracket that is partially insertable through a shelf.

12. (Previously Presented) The apparatus according to claim 9 wherein said second fastening mechanism is an engaging member that is insertable through a receiving area of a shelf threshold of a shelf.

13-16 (Canceled)

17. (Previously Presented) The apparatus of claim 8, wherein said first fastening mechanism is an engaging member that is insertable through a receiving area of a shelf threshold configured to provide a display for product information.

18. (Previously Presented) The apparatus of claim 12, wherein said second fastening mechanism is an engaging member that is insertable through a receiving area of a shelf threshold configured to provide a display for product information.